



Gift Suggestions



Waltham Colonial A
Extremely thin at no sacrifice of accuracy.
Maximum movement 21 jewels.
Riverside movement 15 jewels.
\$200 to \$325 or more depending upon the case.



Waltham 7 1/2 Lines
The movement is actually smaller than a dime in diameter.
\$250 to \$1,500 or more, depending upon the case.



The Riverside
The most dependable moderate price watch in the world.
\$75 and up.

THE GENIUS OF WALTHAM

WINGS! What a poetic word that is. Wings for the mind to climb the ethereal heights of thought. Wings for the inventor to fly over the obstructing laws of nature. Wings for the dreamer who would take flight over the vastnesses of Time and reach his paradise of Heart's Desire. Man has always desired Wings.

And Wings symbolize his ambition, his immortal powers, his desire for mastery even over the elements—and the wish has come true.

When the powerful aeroplane hurtles through the airways above us we scarce lift our heads to look—so ordinary is the occasion that was once a seeming miracle beyond mortal attainment.

But man's mastery of the air is but one of those wizardries which have made the age we live in appear like a chapter from the "Arabian Nights." After all it is but an achievement contemporary with the X-ray, wireless telegraphy and other wonders of science and invention.

The motor mechanism of a Waltham Watch or Clock involves just as wondrous principles and scientific applications as the more dramatic demonstration of an aeroplane performing its evolutions in the sky.

Indeed, if we examined, part by part—if we probed the surface of the appearance, the tangible thing, called a Waltham Watch or Clock, and read into the tiny inventions placed here and there in the mechanism, we could recite a story of genius—of amazing, concentrated effort that great men gave their very life-blood to provide during the past seventy years in the Waltham laboratories.

We could relate a story which would make the blood of every true American run a little faster and the lips frame words of commendation and honor unto these work-a-day heroes who had one purpose, one determination—to place America First in Time-keeping—in producing watches and clocks that would most accurately and dependably register Time's flying moments.

Then, is it not a natural sequence of events—based upon long years of preparation—that when war laid the mailed hand upon the genius of our manufacturing ability our Government should de-

mand of Waltham an Aeroplane Clock to meet tests of time-registering almost equal unto the marvelous Waltham Time-Fuse to govern the explosion of American shells?

And that American bird-men should carry with them "up there" a dependable timepiece, Waltham produced an Aeroplane Clock—65,000 of them (see illustration)—a small instrument, yet a work of supreme attainment, for it was specified and created to withstand conditions entirely at variance with that environment attributed as necessary for precision performance.

There it is upon the instrument board—just nine ounces in weight—and never before was such impervious motor energy encased in such staunch yet finely wrought strength.

The aviator is in his seat. He waves a hand nonchalantly. The mechanician gives a half turn to the slim propeller—the blade whirls with a roar, the motor crackles like musketry and man's beautiful winged bird, vibrating like a huge taut steel string struck by a giant hand, climbs in great spirals into the sky.

Up and up; five thousand feet, seventy-five hundred, ten thousand—higher, higher yet, until the huge wings are but black specks in the blue.

Up there in the icy cold a drop of 50, 60, 70, 80 degrees in temperature. What a test in metal contraction! This is where metallurgical science proves the genius of man! But amid the vibration and the biting cold—

The little Waltham Clock ticks on.

And now, with bated breath, we watch the daring air-man defy the laws of gravity. With a swoop he loops a circle. Then, as if that were but an introduction, the machine begins a death-defying dive. Down, swifter than a stricken eagle, it falls. We catch our breath; we almost see the huddled, mangled mass of wreckage covering a tale of destruction—and then, as if in mockery of our fears, the winged beauty sweeps on level path to once more climb skyward.

And the tiny Waltham Clock ticks on.

Defiant trick after trick of human hand and nerve conjoined to human daring is displayed to our enthralled sight—the

vrille, the dizzying fall as a whirling leaf, the side slip, the tail spin—

And there on the instrument board—no matter what the position, what the temperature, what the racking vibration—proof against these, the wetness of cloud, the cloying dampness of fog, the heat of rain, any weather—

The little Waltham Clock ticks on.

And hundreds of thousands of Waltham Clocks and Watches ever tick on—

In every climatic zone—in the air, in the submarine under the sea, in the warship that goes out upon the great waters, in countless automobiles, in myriads of pockets, upon wrists strong or fair—

Waltham keeps the time o' day; and, like an old saying, the sun never sets upon this American dominion—this Waltham Watch Over Time.

And let us remember that Waltham is something more than the name of a Clock or Watch.

Waltham represents a growth, an advancement in the art of producing time-keeping instruments beyond the dream of foreign makers.

Waltham represents the concentrated faculty of American determination to improve upon old methods, to overcome the complacency of foreign watch and clock makers; to add to the watch, to the clock—

Marvelous machines for performing certain labors in gold, in steel, in brass, that the human hand could never approximate; to give the world a clock or watch that should represent American supremacy in the field of applied mechanics related to the art of horology. That this is so Waltham has proved by competition against the best horological products the world has pitted against America.

And just as Waltham was the pioneer of American watch making during nearly three-quarters of a century under the eagle of peace—so, when war came the long preparation reaped its triumphant harvest—in the Waltham Time-Fuse, the Waltham Chronometer, the Waltham Aeroplane Clock—and last, but not least, the superb achievement and world challenge of the Waltham Watch.

This story is continued in a beautiful booklet in which you will find a liberal watch education. Sent free upon request.

Waltham Watch Company, Waltham, Mass.

WALTHAM

THE WORLD'S WATCH OVER TIME